



Milk Matters Order Form

Free Campaign Materials

The Milk Matters calcium education campaign is coordinated by the National Institute of Child Health and Human Development (NICHD).

Why Milk Matters Now for Children and Teens **QUANTITY**

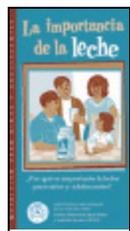
0171



(January 2001)
This 8-panel fact sheet describes the importance of milk and calcium for children and teens. It is designed for the general public, as well as for health professionals, teachers, and other educators.

La Importancia de la Leche **CUANTO**

0198



(agosto de 2001)
Esta guía de ocho paneles describe la importancia que tiene la leche y el calcio entre los niños y los adolescentes. Ha sido diseñada para el público en general como también para los profesionales en salud, maestros y cualquier otro educador.

Milk Matters Poster **QUANTITY**

0074



Logo posters are 22 3/4" square and contain contact information.

Milk Matters Sticker (Pegatina) **QUANTITY**

0075



Logo stickers are 3 1/4" square and contain contact information.

Milk Matters Health Care Professional Pages **QUANTITY**

0152

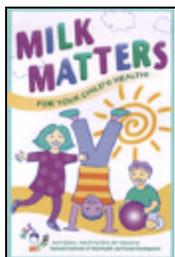


(Coming in January 2003)
These brief fact sheets will provide information for health care professionals about: lactose intolerance vs. lactose maldigestion; calcium and bone-building; and milk myths and facts. Some of this information is currently available at www.nichd.nih.gov/milk/healthresearch/fact_sheet.cfm.

nichd.nih.gov/milk/healthresearch/fact_sheet.cfm

Why Milk Matters for Your Child's Health **QUANTITY**

0105



(May 2000)
This 12-page booklet explains to parents why kids need enough milk and calcium. It explains why calcium is important for growing bones, how much kids need at different ages, and suggests foods that are high in calcium.

La Leche Para la Salud de Sus Hijos **CUANTO**

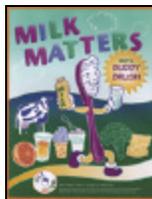
0108



(Febrero de 2000)
Este cuadernillo de 12 paginas explica a los padres el porque los pequeños necesitan suficiente leche y calcio. También explica porque el calcio es importante para el crecimiento de los huesos, y cuanto calcio es necesario en diferentes etapas del crecimiento. El cuadernillo también sugiere alimentos que contienen altas cantidades de calcio.

Milk Matters with Buddy Brush Coloring Book **QUANTITY**

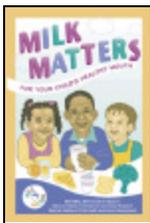
0115



(August 1999)
This 12-page coloring book is designed to teach kids ages 4-8 about the importance of milk for building strong teeth and a healthy body.

Milk Matters for Your Child's Healthy Mouth **QUANTITY**

0188



(March 2001)
This 8-page booklet explains to parents why calcium is important for keeping teeth and gums strong and healthy. It also provides ways to help children get and keep strong teeth and healthy gums.

Milk Matters Order Form **QUANTITY**

0236

This 1-Page form provides all the information you need for ordering free Milk Matters campaign materials.

Public Service Announcements (PSAs) **QUANTITY**

0077



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0078

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PSAs are designed to be reproduced in newspapers, newsletters, magazines, and other printed materials. Each package comes with 2 designs in a variety of sizes. Limit 1 package each.

Bone Up on Bone Loss! **QUANTITY**

0138



(March 2000)
This fact sheet discusses the importance of physical activity for building strong and healthy bones. It also explains the role of calcium for good bone health.

NAME: _____

ORGANIZATION: _____

ADDRESS: _____

TELEPHONE: _____

HOW DID YOU HEAR ABOUT MILK MATTERS?: _____

To order materials:

MAIL: Milk Matters
NICHD Information Resource Center
P.O. Box 3006
Rockville, MD 20847

CALL: 1-800-370-2943

FAX: 301-984-1473

INTERNET: www.nichd.nih.gov

E-MAIL: NICHDclearinghouse@mail.nih.gov



U.S. Department of Health and Human Services
National Institutes of Health

Please feel free to copy and distribute this order form and all campaign materials.